

# ABSTRACT OF THE DISCLOSURE

The invention provides a liquid crystal display device that can improve light efficiency by adopting cholesteric liquid crystal (CLC) as a black matrix and as a polarizer. The cholesteric liquid crystal selectively reflects or transmits the light emitted

5 from the backlight device. Accordingly, the light from the backlight device is converted into a given direction of circularly polarized light by the cholesteric liquid crystal polarizer and enters CLC color filters. Some portion of the circularly polarized light impinges on, and is reflected by, the CLC back matrix and reflected again and again by a reflective plate of the backlight device and by the CLC polarizer. This reflected

10 circularly polarized light finally passes through the CLC polarizer and through the CLC color filters. Therefore, a high brightness, a good contrast and a superior light efficiency are attained.

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